

Preaching. vs practicing  
ethics.

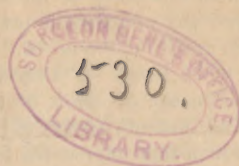




# PREACHING

—VS.—

## PRACTICING ETHICS.



(Reprint from THE NEW IDEA, November, 1893.)

We have before us a book on Ethics, not by Herbert Spencer, but issued by Parke, Davis & Co., of this city, which invites the attention of physicians and pharmacists to their statement of the ethical, scientific and business principles upon which they base their operations.

They state that "the manufacturing pharmacist who desires the patronage, and values the respect of the physician, should study and conform to the principles of medical ethics." They then go on to give the different planks of their "Scientific and Business Platform," which is divided into five planks, marked respectively A, B, C, D and E.

Assuming that their platform as laid down is the one upon which they conduct their business, and that they are satisfied to stand or fall by it, we quote from their first plank—"A": "Our facilities for securing crude drugs of first quality are unequalled."

So preposterous and absurd a statement as this seems hardly necessary to refute. If such were the case the other manufacturing concerns of this country would necessarily have poorer facilities for securing crude drugs of first quality than they; consequently the products of these other houses would necessarily be of poorer grade than theirs. Such reasoning is certainly logical, but the question is, does any fair-minded or reasonable physician or pharmacist really believe that such houses as Wyeth, Squibb, Schieffelin, *et al*, produce inferior goods, which must be the case if they are not able, or have not "equal facilities" to Parke, Davis & Co. in securing "crude drugs of the first quality." The experience and reason of the best pharmacists and physicians have proved that other concerns *do* make goods of the first quality, and therefore, must have equal facilities with the house in question. Therefore it is safe to dismiss this claim of theirs as false in every particular.

From Plank "B" we quote: "We do not manufacture or market any preparation protected by copyright, patent, or trade-mark, or by concealed or misrepresented formula." Allowing for the sake of argument that they do not *market* any such preparations, their statement that they do not *manufacture* such is manifestly untrue, so far as it conveys the idea that they do not manufacture for others. The Mormon Elders' Damiana Wafers, a nostrum advertised by as vulgar and prurient methods as could be devised, are manufactured by them (P. D. & Co.), and have been for many years. Dr. Dunlap's remedies, controlled by the United States Medicine Co., are manufactured by them in immense quantities. The extracts for Mother Siegel's Curative Syrup, a nostrum known all over the world, are manufactured by them. Dr. Campbell's Arsenic Wafers, largely advertised as a complexion remedy, were manufactured by them until medical authorities decided their composition to be dangerous to health, and for a time their sale was prohibited. Warner's Safe Pills,



Lyman Brown's Remedies, the product of the Von Graeff Remedy Co., and many other cases may be mentioned, thus proving that their statement "we do not *manufacture* any preparation protected by copyright, patent or trade-mark" is absolutely false. So much for Plank "B."

In Plank "C" they state: "We do not so label or advertise our products as to encourage or admit of their use by the public without the advice of the physician." The untruthfulness of this statement can be proved by their own catalogue, in which they offer to the trade Pills, Lozenges, etc., put up in popular form for retailing, with buyer's address and formula printed thereon. Furthermore these preparations, which are Non-Secret Medicines pure and simple, do state what they are to be used for, have their dosage printed thereon; and, in many instances, as their Little Liver Pills, have printed circulars wrapped around them. Furthermore, they do put up Non-Secret remedies, and solicit the trade of such. We have before us quite a complete line of such products made by them: Comp. Syrup Sarsaparilla, put up in the style of Hood's, which, by the way, as closely resembles Hood's as it is possible to make it without absolute infringement, which is got around by twisting the large "Z" on the front panel, so that the line "Sarsaparilla" runs downward from left to right instead of from right to left, as it does on Hood's. Cod Liver Oil Emulsion, Worm Candy, Cough Balsams, Little Liver Granules, and numerous similar articles, of which we have samples, are manufactured and marketed by them. These goods have full directions, so that they *do* "admit of their use by the public without the advice of the physician," and are so intended to be used when sold by Parke, Davis & Co. Therefore, this plank of their platform is as false as the two preceding ones.

In plank "D" they state: "Our process and formulæ are open to the inspection of all properly interested persons at any seasonable time." From this one would naturally infer that they have no secret or patented processes, which statement they make direct again and again in their different publications and write-ups in newspapers. To verify this we quote from their article recently published in the Detroit Free Press, under the head of the "Scientific Atelier," in which it is stated: "Their methods of manufacture are devoid of any concealment or secret." To prove the falsity of this we simply quote from their own descriptive catalogue of laboratory products as follows: "The employment of a new process, *known only to us*, enables us to completely envelop the pills in the gelatine coating." The italics are ours to show that the statement made in their scientific and business platform, as well as the one published in the Free Press, contradicts the statement made in their own catalogue. For if they employ a process "known only to themselves" how can they claim their methods are "devoid of any concealment or secret." Furthermore, it is well known that their process of manufacturing filled capsules was for years kept under cover, and only made "devoid of concealment" and "opened to the inspection" of visitors at the request of Prof. Remington, who desired information regarding such products for his book on "Practice of Pharmacy." Therefore, we think no one will question the untruthfulness or falsity of the fourth plank of their platform.

The closing plank of their platform—"E"—expresses the purest ethical sentiments in most beautiful language, as follows: "The manufacturing chemist ought not to act altogether from a selfish, pecuniary motive, but should have in view the general well-being of humanity." The sentiment is all right and well expressed. It is true that the manufacturer ought not to act entirely from pecuniary motives, yet there is no house in this country whose record proves that it has acted so nearly altogether from a selfish and pecuniary motive, as it is possible to do, as has their's, and their general business policy does not jibe with their platform of being in business "for the general well-being of humanity." A case in point was the introduction by them of Cascara Sagrada to the medical profession. It is fair to allow that they did pursue scientific investigation on this specialty, but with what motives and with what results? Instead of giving to the world full particulars of the drug in question, they simply attempted to surround it with mystery, and tried to buy up every ounce of it obtainable in the United States.

so that the other manufacturers who—as they would put it—did not have in view the “general well-being of humanity” were unable to procure any of the drug at all, except at an exorbitant price, and not until six months after its introduction, at which time these scientists had made their pecuniary point. It may be questioned whether such action was entirely in accordance with the “well-being of humanity” and “the continued progress of medicine and pharmacy.” The ordinary business man at least will not believe it to have been so; therefore it is fair to assume this last plank is as untenable as the rest. In ordinary reasoning the deduction is that “false in one thing, false in all,” but we believe that we have *proven* that their platform is not only false in one but *is* false in all. If our reasoning is sound and our statements are facts, which we believe they are, and can be easily substantiated, it is but just to conclude that any house founded on so false a platform must be false itself.

Having concluded the investigation of their scientific and business platform, let us again take up their statements as published in the Free Press recently, under the title “Scientific Atelier.” We presume they have no intention of retracting any of these, therefore we quote them as published: “Parke, Davis & Co. do not issue patent medicines in any form.”

Webster gives as the first definition of the word “issue” to pass or flow out,—to proceed as from a source.” We believe we have already proved their statement false by showing that quantities of patent or quack medicines do *issue*, that is, do “pass out” from the laboratory of Parke, Davis & Co.

We quote again: “Nor do they manufacture or sell the imitations, which are technically dubbed ‘Non-Secret Remedies.’” We believe we have already shown this statement to be false in every particular, inasmuch as they *do* put up, offer and sell *full lines* of what they term “imitations” which are “technically dubbed Non-Secrets.” Such statements made by them, both in their own journals and in this Free Press article, prove them to be hypocrites of the worst kind. The proofs in our possession are so absolute as to defy refutation on their part, and their attempts to bring Non-Secrets into disrepute by calling them “imitations,” and by similar methods, serve only to make themselves (Parke, Davis & Co.) ridiculous in the eyes of honest men, and to clinch the proof of their hypocrisy.

We quote again: “Their products are, without a single exception, such as the ethical physician prescribes and the retail druggist dispenses.” If such is the case, why do they beat the devil around the bush by organizing a Food Co., of whose stock Parke, Davis & Co.’s general manager and employes own three-fifths? Such a method of procedure might blind some people, but it is a flimsy veil, for the reason that the stock is controlled by Parke, Davis & Co., who *advertise* themselves as sole agents for this Food Co. Furthermore, the Food Co.’s goods are manufactured *by* Parke, Davis & Co., marketed by them and put up in their bottles, although they bear the label of this Food Co.

The above facts are easily proved by referring to the County Clerk at Detroit for a statement showing the holders of the stock, the advertisements of Parke, Davis & Co., and the fact that the Mosquera-Julia Food Co. have no office or laboratory outside of P., D. & Co., and the further fact that the bottles of Beef Jelly, which are sold through the grocery trade, bear the initials of P., D. & Co.

The method they adopt for selling these products is unique. They bill their Maltale, etc., to grocers on an invoice head bearing the name of the Food Co., and attached thereto is a printed slip, asking the buyer to credit this account to Parke, Davis & Co. All this seems entirely unnecessary and a useless waste of time, as every druggist knows Parke, Davis & Co. make these products, and even the laity cannot help but learn it from such bottles as bear their (P., D. & Co.’s) initials blown in the glass.

Their Esencia de Calisaya and Esencia de Coca are to be found at the bars of hotels and clubs, being probably sold in the same roundabout way by them, on the Food Co.’s invoice, with the credit slip attached. Such being the case, their statement that their products “are without a single exception such as the ethical physician prescribes and



the retail druggist dispenses" is hardly in accordance with the facts, for it would appear that the barkeeper prescribes their *Esencia de Calisaya* as a bracer, and the grocer dispenses their Beef Jelly as a food.

We quote again: "They have never resorted to the pernicious practice of trade-marking or copyrighting names." To prove that this claim is false we have only to state that a copyright was taken out by the house in question on the 31st day of March, 1871, upon the label of a preparation which they then marketed, and do now, under the title of "Chlor-Anodyne." This single instance is sufficient to prove the untruthfulness of this claim of theirs, and we will have something to say on this subject later. We have absolute proofs, however, that since that time they have taken out a copyright, although it has been carefully kept under cover, fearing that its disclosure would injure their standing as exponents of "ethics."

We quote again: "They have never resorted to the pernicious practice of patenting a process." It might be well to ask by what process do they manufacture their pepsin if it is not a patent one, a copy of which can be obtained by anyone from the Government at a cost of 25 cents. Furthermore, we ask why a suit has been commenced against us by their superintendent for the alleged infringement of the patent process employed by them for the gelatine coating of pills, which they state in their descriptive catalogue is a "new process known only to us." Their statement, therefore, relative to their not taking out patents is untrue, for they make use of such patents in their business, and the patents themselves are in the name of their superintendent, who at the same time is a large stock-holder of their corporation.

We quote again: "They have ever insisted that the patent medicine and nostrum traffic is at once the bane of the medical profession, and of untold injury to the public health." If they are sincere in their belief, why do they devote so large a proportion of their laboratory to the manufacture of patent medicines and nostrums for others to market? Why are they so desirous of securing this trade, which they solicit so persistently and regularly? The fact that they do all these things proves their statement to be insincere and untrue and, furthermore, their actions inconsistent and contrary to their statements.

In the different editions of their catalogue they show an illustration of gelatine capsule works. While they do not label this cut "our" gelatine capsule works, it goes without saying their intention was to have these works known as theirs, inasmuch as they are included with cuts of their own buildings and work rooms. These gelatine capsule works shown by them are owned and operated by F. A. Hubel, and situated on Fourth and Abbott streets, fully three miles from their (P., D. & Co.'s) laboratory. Parke, Davis & Co. never owned a dollar in this building or plant, therefore their illustrating it in their catalogue is a deception to say the least, and is false by inference if not by statement, as they are nothing more or less than marketing agents for Mr. Hubel.

To conclude, we believe that honesty and sincerity are two traits of character most admired in the commercial world, and any concern which is honest in its principles and sincere in its statements, must necessarily prosper. On the other hand, a house which claims the credit of being honest, but whose acts show it otherwise, and whose statements are believed to be sincere until they are found to be insincere is one which must necessarily suffer in the end.

Had Parke, Davis & Co., attended to their own business, followed the plan laid out by their own scientific and business platform, and left their competitors alone instead of abusing them at every opportunity, this exposure of their methods and ways would never have been called for. As it is now, they stand convicted by their own acts and statements of such untruthfulness and hypocrisy in so many ways that, after this, fair-minded people should be slow to put any confidence in them whatsoever.



